

LINGUISTIC PECULIARITIES OF E-MAIL COMMUNICATION

The interest to the problem of e-mail communication is not occasional. Nowadays most offices have e-mail and Internet access as standard features. With these tools, you can not only talk electronically to everyone within your company, but you can also communicate online with people outside your organization. Now, when people ask for your address, they quite often mean your e-mail address. This article is aimed at analyzing linguistic peculiarities of e-mails.

Second to grammatical correctness, achieving an appropriate business style may be the biggest problem for the writer of business correspondence. A sure sign of an inexperienced writer is the obvious attempt to sound too "businesslike", e.g.: *As per your request, please find enclosed herewith a check in the amount of \$18.55.* Such expressions as "herewith" and "as per" contribute nothing to the message while making the letter sound stilted and stiff. The first step, then, to writing successful business correspondence is to relax. While business correspondence will vary in tone from familiar to formal, it should sound natural. Within the limits of standard English you should try to say things in a "regular" way: *As you requested, I am enclosing a check for \$ 18.55.*

If you resist the temptation to sound businesslike, you will end up being more business-minded. The second version of our sample sentence is not only more personal and friendly; it is more efficient. It uses fewer words, taking less time to write and type as well as read and comprehend. One should plan to eliminate some words and expressions from the business writing vocabulary, such as *according to our records, acknowledge receipt of, at hand, on hand, attached please find, beg to inform, duly, for your information, hereby, heretofore, herewith, along these lines, deem, favor,* etc.

You must be tactful when delivering unpleasant messages. Never accuse your reader with expressions like "your error" or "your failure". An antagonistic letter would say: *Because you have refused to pay your long overdue bill, your credit rating is in jeopardy.* A more diplomatic letter (and therefore one more apt to get results) might say: *Because the \$520 balance on your account is now over ninety days past due, your*

credit rating is in jeopardy. Because the second sentence refrains from attacking the reader personally (and also includes important details), it will be read more receptively.

Courtesy and tact are sometimes achieved by what is called a "you approach". In other words, your letter should be reader oriented and sound as if you share your reader's point of view. For example, *"Please, accept our apologies for the delay"* is perfectly polite. But *"We hope you have not been seriously inconvenienced by the delay"* lets your reader know that you care. The "you" approach does not mean you should avoid "I" and "we" when necessary. When you do use these pronouns, though, keep a few pointers in mind: 1) Use "I" when you are referring to yourself (or to the person who will actually sign the letter); 2) Use "we" when you are referring to the company itself; 3) Do not use the company name or "our company", both of which sound stilted.

You must be careful not to say too much. One mistake is order and, therefore, the impact of your letter if you end with *"Thank you once again"*. You should strive to eliminate redundant words and phrases from your letter, e.g.: *I have received your invitation inviting me to participate in your annual Career Conference.* Since all invitations invite, the words *"inviting me"* are superfluous.

Another common mistake is to say *"the green-colored carpet"* or *"the carpet that is green in color"*. Green is a color, so to use the word "color" is wordy. Adverbs are often the cause of redundancy, e.g.: *If we cooperate together, the project will be finished quickly.* "Cooperate" already means "work together", so using the word "together" is unnecessary. When one word will accurately replace several, use the one word. Instead of *"Mr. Kramer handled the job in an efficient manner"* say *"Mr. Kramer handled the job efficiently"*.

As you exclude irrelevant details and redundancies, you should be careful not to cut corners by leaving out necessary words, for example omitting articles and prepositions: *Please, send order special delivery.* The only effect of omitting "the" and "by" here is to make the request curt and impersonal. The correct sentence is: *Please, send the order by special delivery.*

When you use a computer terminal to communicate either inside or outside your organization, you should not abandon the basic principles of business writing. You should strive for clarity, completeness, correctness, and courtesy as you would in more traditional forms of correspondence. But when using electronic mail,

there are a few additional provisions: 1) Keep your message short. You want your message to fit on one screen, whenever possible, thus keeping all important information visible at once. Do use short phrases, abbreviations, and industry jargon known to your correspondent. Don't be so brief that your meaning is lost or your approach seems unprofessional; 2) Be sure your message is easy to answer: let your reader know at the start what your subject is and what you want done. Do ask questions that can be given a one-word response. Don't give lengthy instructions that require reader to leave the terminal or possibly clear the screen for information; 3) Beware of electronic eavesdroppers: Not only can your message be forwarded by the receiver or printed for others to read; it will also be stored in the computer's memory (even if you delete the message). Do take advantage of the speed and efficiency of electronic mail. Don't send any message that could cast doubt on your character or capabilities.

Thus, e-mail is fast, user-friendly, and versatile. It is a prime medium of communication within businesses, and accounts for more and more external messages. It is necessary to follow the rules of netiquette and specific linguistic norms for arranging e-mails.

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ПРО УНІФІКАЦІЮ ГАЛУЗЕВОЇ НОРМАТИВНОЇ ПРАВОВОЇ ТЕРМІНОЛОГІЇ

У національній практиці України, як правило, використовується термін «уніфікація», під яким розуміється сукупність прийомів і засобів, вся діяльність, спрямована на досягнення єдності юридичної термінології, її однозначності, на усунення зайвої синонімії, протиріч і різночитань у значенні і написанні термінів.

На сьогоднішній день проблема уніфікації нормативної правової термінології проявляється як закономірна необхідність, яка вимагає своєчасної координації правових норм [1]. Правильне і одностайне використання нормативної правової термінології сприяє удосконаленню процесу нормотворення, забезпечує однозначне тлумачення, ефективну реалізацію нормативних правових актів, створює умови для їх упорядкування, загальної і спеціальної систематизації законодавства.